

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #317880

Ms. E. Jones
R. L. JONES & SONS

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Ellie:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	<u>1</u>
Ult Light 100	12300-25185	<u>1</u>
Lt Box 100	12300-25189	<u>1</u>
FF Box 100	12300-25188	<u>1</u>

DISPLAY DETAIL (#540971)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

March 24, 1998

Ship Date to Retail:

Week of: April 6, 1998

SKU CUBE :

0.4670

SKU WT (w/o Product):

1.0600 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$252.53

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR APR B1G1F'
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B1G1F

R. L. JONES & SONS

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY). SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

DISPLAY LOAD:

*4 CARTONS; ONE CARTON EACH STYLE:

DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF Box 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$19.60 (1.4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: A. Zecca
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

APDB1G1F.DOC

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**Wholesaler Packing Instructions
April DORAL B1G1F**

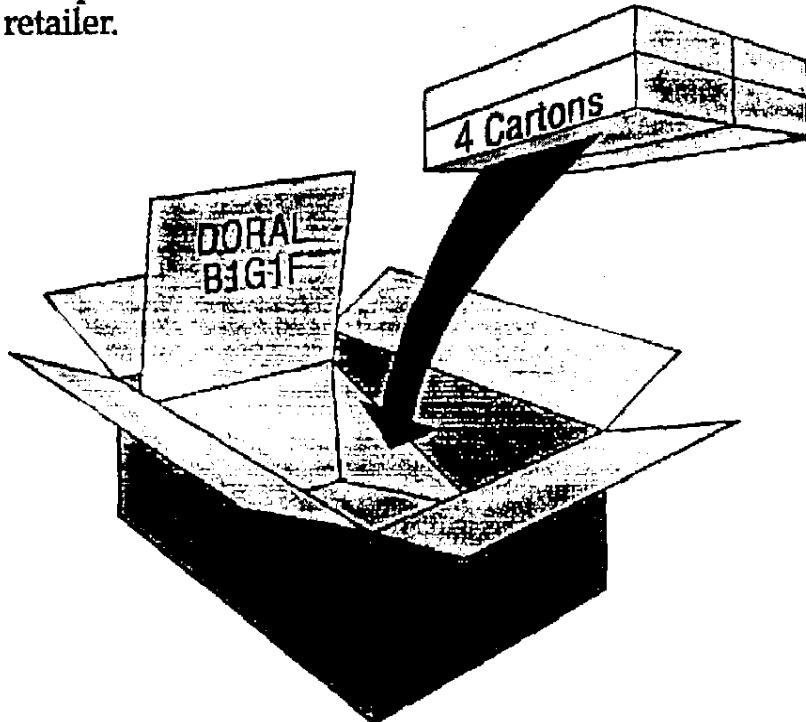
**WHOLESALE PACKING INSTRUCTIONS
VALUE ADDED PROMOTIONS 2ND QTR. '98**

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: # 540971

Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF Box 100		
Number of Cartons	1	1	1	1		

Brings A Deal This Buy1-Get1 Promotion!

Customers want. What
more can you offer than a

smokes that are pre-
locked and

**Buy1
Get1
Free**

**2-Pack
Sleeve**



Counter Display



51852 2295

DORAL

**Buy1
Get1
Free**

**Buy1
Get1
Free**



BASED ON GENERAL'S RETAILING CIGARETTE
SALES. CUSTOMER PURCHASES

With the introduction of the new Doral Lights, we're bringing a deal to you! This Buy1-Get1 promotion offers you a great value. You can now buy one pack of Doral Lights and get one pack free. This means you'll be getting two packs of cigarettes for the price of one. And with the new Doral Lights, you'll be getting a better taste and a smoother抽吸. So why not take advantage of this great offer and try Doral Lights for yourself? You won't be disappointed.

BPENS5B2

WOR.KPLAN VAP TEMPLATE LISTING

 PAGE: 1
 DATE: 4-1-87
 TIME: 11:31 PM

WHOLESLER : 317880 R.L.JONES & SONS, INC. <DIRECT>
 TEMPLATE : 800219 80400 DOR APR BIG1F
 TEMPLATE SEQ : 0046
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162225	492920	CAREY'S GROCERY INC	11-13 MAPLE AVE.	COHOCTON	NY	14826	1	NYS		(716)384-5632	
162605	162624	237030	GORHAM GROCERY	2621 MAIN STREET	GORHAM	NY	14461	2			(716)525-5522	
162605	162228	762549	ON THE WAY	102 S MAIN ST	ELMIRA	NY	14904	1			(607)734-5200	
162605	162228	684578	MIDWAY MINI MART	5 JACKSTON AVENUE	BREESPORT	NY	14816	1			(607)739-2407	
162605	162225	712847	MORGANS GROCERY	100 HAMILTON ST	PENN YAN	NY	14527	1			(315)535-6621	
162605	162225	521097	GEROWS GROCERY	2455 MEADS CREEK	PAINTED POST	NY	14870	2			(607)936-4677	
162605	162624	269708	FEDERAL HOLLOW MKT	9 S MAIN ST	RUSHVILLE	NY	14544	2			(716)554-3143	
162605	162225	479127	VALLEY MART	ROUTE 414 RD #2	BEAVER DAMS	NY	14812	3	NYS		(607)962-2090	
162605	162225	763620	A-PLUS MINIT #60064	234 N HAMILTON ST	PAINTED POST	NY	14870	1	NYS	0362-0102	(607)962-5518	
162605	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	2	NYS		(607)732-J130	
162606	162225	651675	STOP & SHOP	JANE & LODER	HORNELL	NY	14843	3			(607)324-0305	
162606	162225	732132	HATFIELD'S CASH & C	113 GANSEVOORT ST	BATH	NY	14810	2			(607)776-2035	
162606	162225	700477	DISCOUNT BEVERAGE	371 1/2 W MORRIS	BATH	NY	14810	2			(607)776-2827	
162606		518787	RANCH GROCERY	RD 1. ROUTE 226	BRADFORD	NY	14815	1			(607)583-4199	
162606	162225	269800	BOB WRIGHTS SER	68 MAIN ST	SAVONA	NY	14879	3			(607)583-4402	
162606	162225	398329	EXPRESS FOODMART	17 N MAIN ST	ALFRED	NY	14802	1	NYS		(607)587-8443	
162606	162225	544681	LAKEVIEW MINI MART	6748 ROUTE 415 SO	BATH	NY	14810	2	NYS		(607)776-4910	

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 30

***** END OF REPORT FOR PROMOTION 800219 *****

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